



American Red Cross

Central West Virginia Chapter
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P.O. Box 467
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Huntington, WV 25709
(304) 526-2900
Fax (304) 526-2918

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Bluefield, WV 24701
(304) 327-5017
Fax (304) 325-2206

Wyoming County

316 Moran Avenue
Mullens, WV 25882
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Pt. Pleasant, WV 25550
(304) 675-6703

McDowell County

P.O. Box 673
32 Elkhorn Street
Welch, WV 24801
(304) 436-3552
Fax (304) 436-3171

May 19, 2008

Ms. Marlene Dortch, Secretary
Federal Communications Commission
445 12th Street S.W., Room TW-A325
Washington, D.C. 20554

Dear Ms. Dortch,

I am writing this letter in support of WVVA Television, an NBC affiliate in Bluefield, West Virginia, in the staff's effort to show concern for proposed new rules that would significantly impact how broadcasters air local programming.

The Central West Virginia Chapter of the American Red Cross has benefited greatly from the commitment WVVA-TV has made to its local community. As the market leader, we have relied on WVVA to share our messages with viewers about the work of the local Red Cross, and our need for public support.

This station does an exemplary job of allowing non-profit organizations the airtime that is crucial to all of us. I am often invited to participate in public affairs programming, and any time I have requested an appearance on a public affairs program, I have been graciously accommodated.

As a former news broadcaster myself, I can appreciate and admire WVVA-TV's commitment to covering stories that are important to the people of this community, and to the community's well-being. The news staff goes far beyond the headlines of the day to devote airtime to coverage of local issues; those which have a great impact on the health and vitality of this region.

WVVA-TV needs no government regulation to mandate they get involved locally. The staff does it each and every day.

Sincerely,

Sheri McGraw
Director, Communications and Marketing
Central WV Chapter,
American Red Cross

*Serving: Kanawha, Clay, Boone, Putnam, Raleigh
Cabell, Wayne, Lincoln, Mason, Lawrence County, Ohio
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Together, we can save a life